



## PEACE LIGHTS

**Peace Lights** is a flowing video light-art piece created to raise awareness for the causes of peace, and to affect attitudes and behaviors for both immediate and lasting worldwide impact. Following a generous donation, **Peace Lights** posters are being printed with the specific intent of being put up at the sites of “incidents” within communities to serve as both a reminder and inspiration.

In February 2015, the New York Peace Coalition (NYPC), a 501(c)(3) NGO, commissioned artists Peter Rogina and Eileen Cohen to adapt one of their light-art pieces for the purposes of Peace. The resulting **Peace Lights** has now been adopted by the peace organizations of 14 countries as their international symbols of Peace and Non-violence. As of today, these countries are: *Gambia, Pakistan, Afghanistan, Senegal, Rwanda, Guinea Conakry, Kenya, South Korea, Yemen, Sweden, Holland, Israel, Egypt, and the United States.*

The United Nations “International Year of Light & Light-based Technologies” (IYL) has also endorsed **Peace Lights**. The NYPC believes that wide propagation of the **Peace Lights** imagery, along with a succinct positive message, has a greater potential to reach and impact attitudes and behaviors for peace globally compared to any other initiatives being actively discussed today. It is also believed that there is an opportunity to gain great leverage by moving quickly while it is still 2015, the UN International Year of Light.

Other recent successes include involvement with the Live Sonima Tour, headlined by Stedman Graham and Caroline Jones. The acclaimed tour combines the performing arts with character development education. **Peace Lights** shone during the last two engagements of what was a 135 school tour reaching over 100,000 students. The lights will be part of the upcoming tour scheduled to re-start in September.

In 2010, the United Nations proclaimed that December is the International Month of Peace. The vision of **Peace Lights** is to keep thoughts and actions associated with peace in the forefront of mankind’s consciousness and to reinforce peaceful attitudes and actions, particularly with an eye towards the upcoming Peace December timeframe. Having a nice symbol for peace is good, especially if it is recognized widely, but tying it to a “measurable” proclaimed Month of Peace adds a novel and powerful element that many believe can be used to great and peaceful advantage.

To that end, a generous donation has been received specifically to support the initial printing of Peace Lights posters that will be put up at community sites where there have been incidents of violence or unrest or, according to artist Peter Rogina, “wherever the presence of a visual symbol of peace can help align compasses, behaviors, and attitudes.” The first site that will receive a Peace Lights poster will be a site in the Bronx, New York, where 14-y.o. Christopher Duran was shot and killed on his way to school on Friday, May 22, 2015.

The NYPC is seeking to garner worldwide support and leverage existing and new sponsors to take **Peace Lights** around the globe and up into space. It has been suggested that **Peace Lights** should be shown on the International Space Station on September 21<sup>st</sup>, the International Day of Peace, and that after the athletes march into the Olympic Stadium next year in Brazil, the entire stadium should be bathed in **Peace Lights**.

Worldwide promotion of the ideals of peace is a goal that is made easier with a strong visual symbol like **Peace Lights**. With endorsements, sponsors, and partners, a simple, memorable visual symbol of peaceful intent can be effectively inculcated into society. Partnering is the logical path forward to maximize the potential impact of **Peace Lights** for this coming Peace December.

Besides significant social and mainstream media coverage potential, there are literally thousands of public and private meetings, concerts/festivals, conferences, and other social and governmental events and programs that can be linked to help spread the visual symbol and communicate the vision and message to literally billions of people. The NYPC has just begun speaking with large corporate sponsors about topics ranging from sponsoring travel and associated costs for bringing **Peace Lights** around the world, to donating equipment, services, and other resources to realize this vision. The feedback has been overwhelmingly positive and the vision is being widely supported.

It is hoped that the art and technology aspect of the visual presentation can also open up avenues of sharing, discussion, engagement, and inspiration. The artists are available to travel to promote **Peace Lights** and be general ambassadors of peace and light art. Peter Rogina has extensive international speaking experience including as keynote speaker at the largest 3D conference in Europe.

### **Peace Lights Background:**

The NY Peace Coalition has worked closely with two light artists, Peter Rogina and Eileen Cohen, as part of the NYC Peace December Opening Ceremony, International Music Peace Marathon, and Awards event. During these events, a particular piece of moving light art resonated and was particularly well received. The piece was entitled "*Drapes*" and was widely credited with delivering a "good flowing energy". "*Drapes*" was first shown as an individual piece at the NYC Light 2015 Opening Ceremonies at the Brooklyn Navy Yard in January. This event was the official NYC opening event of the United Nations "International Year of Light and Light-based Technologies" (IYL). Below is a picture of Peter Rogina with a still image of "*Drapes*" from that evening:



Image credit: Tiffany Nicasio

The NY Peace Coalition had for some time been seeking to create a recognizable visual symbol/brand that could represent their combined efforts to promote Peace and Non-violence. A piece based on "*Drapes*" and entitled "**Peace Lights**" was commissioned and delivered in April, 2015. The announcement of the adoption by the peace organizations of 14 countries happened on Earth Day 2015 and the first public showing of **Peace Lights** occurred in conjunction with the Green Festival (25,000+ people) at the Jacob Javits Convention Center in NYC that same weekend. The Green Festival subsequently invited **Peace Lights** to all other US-based locations and discussions are underway regarding international partnering as well. There are expected to be over 150,000 attendees introduced to **Peace Lights** at Green Festivals in the US alone.

The recent endorsement by the United Nations International Year of Light & Light-based Technologies dramatically improves the reach of **Peace Lights**. Besides bolstering ongoing efforts to seek broader UN endorsement, other initiatives include working with the African Union, global religious leaders, and other NGO's. Among other things, **Peace Lights** will be shown in New York City on September 9, 2015 as part of an African Union day of celebration. Plans are also being developed for the International Day of Peace on September 21, 2015. Digital billboards and buildings worldwide are being targeted.

### **Summary:**

The momentum for Peace Lights continues to increase. Engagement with the UN, the IYL, and other organizations, corporations, and sponsors is desired to adopt and promote **Peace Lights** and incorporate the vision into concert/festival events, assemblies, media outlets, products and services worldwide. It is hoped that wide adoption will keep efforts and actions for Peace in the forefront of our collective consciousness and that the sight or even thought of **Peace Lights** will inspire peaceful intent and energies.

### **"Peace Lights" links:**

Video & Download **Peace Lights**: [www.vimeo.com/peacelights](http://www.vimeo.com/peacelights)

Facebook page: [www.facebook.com/peacelights2015](http://www.facebook.com/peacelights2015)

Peace Lights Press Page on artist's site:

[www.peterrogina-eileencohen.com/peace-lights-press-page](http://www.peterrogina-eileencohen.com/peace-lights-press-page)